

THE PHOTO-LITHOGRAPHER

ISSUED BY THE NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

ADMINISTRATIVE AGENCY OF PRODUCT

GROUP E-7 GRAPHIC ARTS CODE

Vol.1 No.7

1776 BROADWAY



NEW YORK, N. Y.

Aug. 15, 1934

A memorandum was sent out to very known photo-lithographer asking that consideration be given to a memorandum sent out by the Graphic Arts Coordinating Committee.

The memorandum reads:

SUBJECT-

PLAN FOR REORGANIZATION OF PRODUCT GROUPS.

There is submitted herewith for your serious consideration and prompt attention a plan for reorganization of the Product Group structure in the Graphic Arts Code. Inasmuch as one or more National Code Authorities will undoubtedly shortly recommend to the National Graphic Arts Coordinating Committee an amendment to the Graphic Arts Code adopting this plan your prompt reply and comment is necessary.

Several of the Associations which are now functioning as National Product Groups were in existence long before the passage of the NIRA, while others were formed while the Graphic Arts Code was being formulated. Some Trade Associations elected not to become National Product Groups but to work with and through National Code Authorities. There is no doubt that all these Trade Associations have a very definite justification for existence and have been of benefit to their members. The

CODE COORDINATION

Administrative Agency of Product Groups Continues Active Efforts to Keep Industry on Even Keel

By THE EXECUTIVE SECRETARY



with attendant duplication of expenses be avoided.

The functions of National Product Groups under the Code are principally: (a) to formulate open price plans and price determination schedules, (b) to adopt Uniform Sales Contract Forms, (c) to submit Trade Practice provisions for inclusion in the Code, (d) to adjust differences arising between their respective members, (e) to bring to the attention of the proper Appeal Boards alleged violations of non-members, (f) to collect through confidential agencies statistics regarding the sale and distribution of products with which the groups are identified. National Code Authorities as to particular products have all the powers of National Product Groups, in addition to their many other powers and duties. Experience has shown that many members of National Product Groups desire the continued existence of such Product Groups, but at the same time feel (continued on page 4)

problem both before and since the approval of the Code has been how much authority should be given to Product Groups, what should be the relation between Product Groups and Code Authorities, and how can unnecessary duplication of administrative machinery



"WE DO KNOW WHERE WE'RE GOING!"

The following editorial, reprinted through courtesy of the Photo-Engravers Bulletin, in which it first appeared, is one of the most accurate and forceful pieces of writing we have seen on the Code, and one which applies with equal force to the Photo-Lithographic Industry. Under the caption, "We Do Know Where We're Going and We're On Our Way," the writer says:

"The code has demonstrated one thing: namely, that collective thought and action when applied to our industry was a well sounding phrase and that's about all. We used to think we had collective thought and action when we would talk about our affairs in meetings and conventions and adopt resolutions and motions by unanimous vote. We were like the tailors of Toolley Street. Even some of those who advocated certain policies and principles and made speeches in support of these, never had any serious intention of living up to them. Others voted in the

affirmative under the pressure of mob psychology and let it go at that. Still others did likewise for the purpose of deceiving their competitors.

Now that the code is in operation and members of the industry are required to furnish facts concerning their business, we are beginning to learn many things, among them the rather disheartening discovery that the majority of men are so constituted that they will not do what is right because it is right and will go so far as to resist every effort to compel them to do right. Many acts that were formerly camouflaged or performed in secret are now coming to the surface and we are, for the first time in the history of the business, beginning to really learn about it.

"Many amusing incidents occur in the daily grind. We get tearful letters from people who stoutly insist that if they are obliged to comply



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THE PHOTO-LITHOGRAPHER

Published monthly by National Association of Photo Lithographers Administrative Agency, Product Group E-7 of the Graphic Arts Code.

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Rates for advertising in the Photo-Lithographer on application.

with certain sections of the code, they might as well close their doors. The truth of their statement may be judged by the fact that none of them do close their doors except to go home nights.

"It is also amusing to see the efforts made by certain people to evade code provisions. They remind one of small boys suffering from a bellyache and compelled to take a dose of castor oil. They howl, make grimaces, pretend that they are well and postpone the act as long as possible, under the delusion that they may escape taking their medicine altogether.

"We are not yet fully organized for complete code administration, although we are well on the way to that goal. We are sufficiently well organized, however, to make these stalling tactics embarrassing and worse for those who indulge in them. Even though here and there some recalcitrants get away with something for the time being, what good does it do them, since eventually they will be caught up with? It merely postpones the agony and makes the final dose all the harder to swallow. While those charged with the responsibility of code compliance

and administration may not be gifted with an over-abundance of brains, it will be found that they have enough of that commodity to cope with those trying to outsmart them. The test is not a severe one, since anyone so foolish as to start on a course of code evasion gives ample evidence of his lack of intelligence by that very act. . . .

"To oppose the code means to oppose the agreement our industry has entered into with the President of the United States. A quarrel over code matters is not with the Code Authority or with any of its administrative agencies but with the National Recovery Administration and the President. . . . The code is not self-starting, neither is it automatic in its operations. It is an opportunity for our industry to regulate itself, and this regulation begins with self-regulation on the part of the individual. If each will do his part, the task is easily accomplished. With common sense, integrity and cooperation on the part of members of the industry lacking, the code results in only one thing; namely, it imposes burdens and restrictions upon members of the industry and offers no compensating features. If the code does you no good, it is probably because you are doing nothing for the code. . . .

"We receive nothing but praise from members who are striving to comply with the code and who are making sincere efforts to obtain legitimate benefits therefrom. Complaints almost without exception come from people who themselves are not complying with the code and who in many instances are actively obstructing its administration to the fullest extent of their power."

TRADE PRACTICES

Suggested Trade Products for the Photo-Lithographic Industry

1. TERMS

Cash at seller's home office, net ten days E.O.M. (end of month) or thirty (30) days net. No discount for anticipation.

2. CANCELLATION

Orders received and accepted by the Photo-Lithographer cannot be cancelled except upon terms that will compensate seller against loss.

3. LEGAL RESPONSIBILITY

The customer guarantees the legal propriety of all matters submitted to the Photo-Lithographer for printing and/or publication; and will indemnify the Photo-Lithographer against all claims and responsibility arising from the lithographing and/or publication of such matter including the legal expenses and disbursements incurred by the Photo-Lithographer in contesting same.

4. TAXES

The buyer agrees to reimburse the seller to the extent permitted by law for any Federal, State, Municipal and/or other similar tax.

5. CONTRACTS OR AGREEMENTS

All contracts or agreements must be drawn up in accordance with the approved industry uniform sales agreement. All contracts shall contain provisions to protect the Photo-Lithographer against an increase in the cost of material and labor and taxes imposed by Federal, State or Municipal Government.

6. SKETCHES AND DUMMIES

Sketches and dummies furnished by the Photo-Lithogra-

pher shall remain the property of the Photo-Lithographer and no use of same shall be made, nor any idea obtained therefrom be used, except upon compensation to be determined by the owner.

7. DRAWINGS AND PLATES

Drawings made and manipulated by the Photo-Lithographer and plates made from the original design used in the lithography of the order, remain the exclusive property of the Photo-Lithographer unless otherwise agreed upon in writing.

8. PROOFS

(A) Proofs of Retyped or Typographic Material

Corrections, if any, must be plainly written in the margin of the proof and returned with the original copy to the Photo-Lithographer marked "O.K." or "O.K. as corrected" and signed by the one duly authorized to pass on same. If revised proof is desired, request must be made for the same when first proof is returned. No responsibility for errors is assumed if work is reproduced as per customer's O.K. Two proofs of typeset material will be supplied for buyer's O.K., or if copy is retyped, the typewritten original will be submitted.

(B) Van Dyke Proofs

A special charge of not less than 40¢ per square foot should be made for Van Dyke proofs.

(C) Press-proofs

An extra charge will be made for press-proofs when requested unless this form of work is called for when estimate is given. Customer should be present when the form is made ready on the press so that no press time will be lost. Presses standing idle awaiting "O.K." from customer will be charged for at regular production hour.

9. AUTHOR'S ALTERATIONS

Time consumed by reason of author's alterations of copy, changes made in work or materials, detention of presses and other delays caused by customer will be charged for at current rates. If, through Photo-Lithographer's error, work has to be done over, there will be no extra charge, but if through customer's error or change of instructions it must be done a second or third time or more times, such extra work will be an additional charge.

10. DELIVERY

All goods are sold f.o.b. point of manufacture in bulk. Delivery to common carrier shall constitute delivery.

11. SPECIAL PACKING AND SHIPPING

An extra charge shall be made for special packing and shipping.

12. INVOICING WORK ON COMPLETION

Goods shall be invoiced on completion and if stored for over one month, the buyer shall pay a special storage charge of one (1%) per cent per month. All goods shall be stored at buyer's risk.

13. HOLDING PLATES

Plates held over thirty (30) days at the request of the customer shall be subject to a storage and handling charge. The supplier will not be obligated to hold plates unless specifically requested to do so.

14. DISTRIBUTION OF PRICE LISTS

The distribution of price lists is deemed inadvisable.

15. PREMIUM FOR RUSH SERVICE

A charge shall be made for work produced in time less than that considered normal, three days. The premium for rush service shall not be less than 50% additional for twenty-four hour service or less, and 25% additional for work produced in forty-eight hours but more than twenty-four hours.

16. DISCOUNTS

No discount shall be allowed a purchaser who purchases for resale.

17. SPECIAL KINDS OF WORK

The industry shall have the right to establish special trade practices for special kinds of work. Every member of the industry shall have the right to take part in formulating these special trade practices, which, after they are set up, shall be respected by all in the industry.

18. CHANCE ORDERS

No work shall be solicited on a chance or speculation.

19. NON-PERFORMANCE

Seller shall not be liable for any default or delay in performance caused wholly or partly (1) by strikes, fires, floods, accidents, shortage of labor or materials; (2) by any cause not included in the foregoing which is beyond control of seller.

20. OVERRUN OR UNDERRUN

The seller's obligation to deliver the amount of the order shall be subject to a tolerance of five (5%) per cent over or under the specified amount. All overruns or underruns shall be charged or allowed for, at the unit price of the order.

21. PAPER AND SPOILAGE

Paper stock supplied by the buyer shall be subject to a handling charge of not less than one (1¢) cent per pound. Spoilage of five (5%) per cent for the first 1000 sheets and three (3%) per cent thereafter up to runs of 10,000 must be allowed by the buyer.

Increase Your Sales to Photo-Lithographers!

If you sell any of the numerous products used by photo-lithographers you should keep your name and product constantly before the executives of this rich market. You can do this at the lowest cost by advertising regularly in the Photo-Lithographer, the official publication of the National Association of Photo-Lithographers.

This publication is read each month by every important photo-lithographer in the country. No other medium offers this concentrated, economical coverage.

We are offering the following special rates to the first advertisers who take advantage of this widely read medium for a six month period.

Full Page 7 1/8 x 9 1/2	\$25.00
Half Page 4 1/2 x 7 1/8 or 3 1/2 x 9 1/8	15.00
Quarter Page 3 1/2 x 4 1/2	10.00

*These rates are for copy ready for the camera.
Additional charge for halftones at trade prices.*

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

1776 BROADWAY • NEW YORK CITY

Circle 7-4948

(continued from page 1) that an unfair burden is imposed upon them if in addition to Code Authority assessments they are called upon to pay additional assessments to Product Groups. This has been evidenced by the number of protests received against the approval of budgets submitted by National Code Authorities which did not make allowances for Product Group establishments. In addition, the Product Group administrative agencies have found themselves seriously inconvenienced in their work of administration by reason of the fact that many establishments were evading provisions of the Code and yet were not amenable to the administration of the Product Group agencies because they were not members of the Product Group Association. The following proposed plan appears to obviate many of the difficulties arising from the existing structure. The paragraphs might be inserted by amendment in the Code as a new Section 3 (h).

NEW SECTION 3 (h).

A National Code Authority may designate the administrative body of any representative organization (whether now existing or to be organized,) the purpose of which organization is to promote the interests of establishments in the distribution of any particular product or products of the Graphic Arts Industries, as a Product Code Authority. A National Code Authority may delegate to any such Product Code Authority such of its administrative duties relating to the distribution of the product or products with which the organization is identified, as it may deem advisable. The duties of any such Product Code Authority and its powers to incur assessable expenses shall be those prescribed by its National Code Authority.

2. When the product or products with which a representative organization is identified, is manufactured by more than one process, and the establishments manufacturing such products are subject to administration by more than one National Code Authority, then the administrative body of the organization may be designated as a Product Code Authority only by the joint action of the Code Authorities concerned. The duties of such Product Code Authority and its powers to incur assessable expenses shall be those jointly prescribed by such National Code Authorities. If such National Code Authorities are unable to agree, then upon application of any one or more such National Code Authorities concerned, or upon application of the organization concerned, the matter shall be referred to the National Graphic Arts Coordinating Committee for final decision.

3. Appeals upon any decision, ruling, regulation, order or finding of a Product Code Authority shall be to the National Code Authority to whose jurisdiction the appellant is subject.

Slight changes would be required in Section 5 (d) 5, in Section 10 (Complaints,) and Section 11 (Appeals,) to include Product Code Authorities.

With the above amendments in force, organizations now functioning as National Product Groups, if willing to give up their present status and have their administrative bodies become Product Code Authorities could be given the administrative advantages now sought. Moreover, since the assessment for expenses of such Product Code Authorities would be made by National Code Authorities such assessments would be obligatory on all establishments concerned. In this connection your opinion is requested whether assessments should be levied directly by

the National Code Authorities and turned over to the Product Code Authorities or should be levied by the Product Code Authorities directly, who would be accountable to the National Code Authorities in view of the fact that the budgets of the Product Code Authorities would be submitted by the National Code Authorities for approval.

In view of the procedural requirements of the Graphic Arts Code and of the NRA regulations it will of necessity take time to amend the Graphic Arts Code to embody the above proposals. Pending the formal amendment of the Code, agreements might be entered into by any National Code Authorities and Product Groups along the lines of the proposed amendments. It is believed that the powers of National Code Authorities are sufficiently broad to make any such agreement effective for all practical purposes until the Code can be amended.

Very truly yours,

Ernest A. Gross,
General Counsel, N. G. A. C. C.

As a result of this memorandum, the secretaries of a number of Product Groups met in Washington on July 30th to consider the suggested amendments to the code. A report of this meeting is contained in the following letter also sent to every known photo-lithographer:

BULLETIN No. 1

TO MEMBERS:

At a meeting held in the rooms of the Chamber of Commerce at Washington, D. C. on July 30, 1934, attended by the Secretaries of twelve of the fifteen National Product Groups of the Graphic Arts Code and held for the purpose of considering a plan for reorganization of Product Groups as set forth in proposed amendments mentioned in a letter of the Graphic Arts Co-ordinating Committee on July 20, 1934, it was unanimously agreed that the proposed amendments would not be satisfactory to the Product Groups. A committee was appointed to draft amendments which would accomplish the purposes desired by the Product Groups. The committee reported to the conference and on motion of Mr. Charles German seconded by Mr. George K. Horn it was unanimously resolved that the amendments reported by the committee be placed in the hands of the Graphic Arts Co-ordinating Committee with the request that the procedure for initiating and adopting amendments to the Code be carried out as expeditiously as possible. The proposed amendments adopted by the conference are:

Section 1 (d) to be amended to read as follows: "The term National Product Group as used herein is defined to mean establishments engaged in the distribution of any particular product or products as defined in Schedule B."

Section 3 (d) to be amended to read as follows: "Each National Code Authority shall co-operate with the National Product Groups in the administering and enforcement of trade practices and other provisions of this Code."

Section 6 (c) to be amended to read as follows: "Each National Product Group shall have jurisdiction over all matters relating to distribution of the particular product or products with which the Group is identified, so far as establishments engaged in the distribution of

such product or products are concerned. Each National Product Group shall have the power to adjust any differences arising between those within its jurisdiction relating to such matters."

Section 6 (g) to be amended to read as follows: "The Administrative Agency of a National Product Group shall have the power to assess and collect its expenses of administration against the establishments within its jurisdiction in such proper and equitable manner as it may determine, subject to the approval of the Administrator. The amount of the assessment so collected by such Administrative Agency from any establishment within its jurisdiction may be used by such establishment as a credit against any assessment levied on such establishment by a National Code Authority."

A new Section 6 (h) to be added as follows: "A National Product Group may elect to delegate to a National Code Authority any of the rights and powers conferred upon it by this Code."

Sections 10 (f) and (g) to be deleted.

A new Section 26 (h) to be added as follows: "Each National Product Group shall have the option of assuming the duties and responsibilities of a National Code Authority under Section 26 (b), 26 (c), and 26 (d). Such option shall be exercised by the Administrative Agency of a National Product by written notice to the National Graphic Arts Co-ordinating Committee and the National Code Authority."

It was further requested that any other Sections of the Code which might be in conflict should be also suitably amended to effect the purposes of the foregoing.

The Chairman was requested to appoint a committee of Product Group members to give the matter their personal attention.

On regular motion the conference agreed to organize a permanent Association of National Product Groups for the purpose of advancing and conserving their mutual interests. Officers were duly elected and a committee appointed to draft and submit Articles of Association.

Yours very truly,
ASSOCIATED NATIONAL PRODUCT GROUPS

We believe that every member of this industry is very much interested in what the Administrative Agency of this Product Group is doing toward helping the industry keep on an even keel.

A vast majority of the Products Groups, as disclosed by the copy of proceedings attached, among which is our own, photo-lithography, have petitioned the proper authorities for the right to govern and help itself insofar as distribution of our product is concerned.

This is nothing more nor less than what we have been fighting for since the beginning of the Graphic Arts Code hearings. We want nothing that belongs to the other fellow, but we do demand the right of self government as the National Industrial Recovery Act provides.

Do you believe in our efforts? If so, why? And if not, why not?

ENFORCEMENT

We don't need much enforcement. What we do need is compliance. Enforcement takes time and costs money. It breeds ill will and makes enemies. It costs more than any of us can afford to pay. Compliance costs nothing. We don't want an array of spies or coppers. The idea is revolting and the cost prohibitive. We do want an industry made up of gentlemen, of law-abiding citizens, of honest, upright businessmen with sense enough to know right from wrong and brains enough to do what is right.

EDUCATION

If a man wants to conduct his business dishonestly, taking advantage of every conceivable thing that he thinks will be for his own good and the detriment of his competitor, nothing is going to stop that individual from so doing. If he is going to be so narrow, so selfish and self centered and have a mind that will only function as far as the index finger on either hand, there is only one thing that we can do to educate him.

THE AGE OF SPECIALIZATION

The expert had been called in when the factory motor broke down. He took one look, made two taps with a hammer and started it in perfect order. The owner was indignant to get a bill for \$50, and demanded an itemized account. He got this:

Tapping with hammer.....	\$1.00
Knowing where to tap.....	49.00
Total	\$50.00

REASONS WHY CUSTOMERS DO NOT COME BACK

Surveys conducted by retail trade organizations throughout the United States regarding the habits and customs of consumers disclose interesting information why consumers discontinued trading with their retailers:

Errors and delays in service	17%
High prices	14%
Slipshod store methods	13%
Poor quality of merchandise	10%
Unwilling exchange of goods and tricky methods	10%
Indifference of salespeople	9%
Ignorance and misrepresentation of goods	8%
Haughtiness of salespeople	7%
Attempted substitution of goods	6%
Over-insistence of salespeople	6%

—From The Informant.

TARIFF PRINTERS MEETING PLANNED.

H. B. Evans, Chairman of the Tariff Committee of the N. A. P. L. is exchanging correspondence with tariff printers in various sections of the country in an endeavor to arrange a meeting of tariff planographers to discuss trade practices and costs on this special kind of work.

Lawrence K. Grulee, The Wallace Press, Inc., Chicago, will be in New York at the time this publication goes to press, to consider this meeting. It is expected that the meeting will be held in Chicago in conjunction with the United Typothetae Convention in October.

Tariff Planographers who are interested in such a meeting are invited to write the chairman of the committee, Mr. H. B. Evans, Photo Reproduction Corp., 100 Sixth Avenue, New York.

THE NATIONAL INDUSTRIAL RECOVERY
ADMINISTRATION SUPPORTED BY COURT
DECISIONS

The following is a partial resume of cases decided under the National Industrial Recovery Act and the State Recovery Acts as of July 20, 1934.

LABOR DISPUTES

La Mode Garment Co. v. International Ladies Garment Workers Union, Cir. Ct., Cook County, Ill., No. B-272,

112, Aug. 16, 1933. (Fisher, J.) — An employer who violates the spirit of the N.I.R.A. by imposing low wages, long hours, and sweatshop conditions on his employees, is not entitled to an injunction to prevent allegedly unlawful picketing as he does not come into court with clean hands. No employer today can insist that it is his right to bargain with each of his employees individually for the longest hours and lowest wages, and then turn to the courts for aid when such insistence brings labor troubles upon him.

IN THE LAST MONTH'S BULLETIN WE PUBLISHED ECONOMIC HOURLY COSTS FOR THE PHOTO-LITHOGRAPHIC INDUSTRY AS DISCUSSED AT THE INDUSTRY MEETING JUNE 22ND AND 23RD, 1934. IN THE SCHEDULE BELOW WE APPLY THE ECONOMIC HOURLY COSTS TO A PLATE 34" X 44".

APPLYING THE ECONOMIC HOURLY COSTS TO A PLATE 34" X 44"

(Sixteen Units 8½ x 11)

AND 100 AND 500 PRINTS ON 20 LB. SULPHITE BOND.

COST OF 100 AND 500 COPIES FROM A SIXTEEN 8½ X 11 UNIT PLATE

(Size of Plate 34 x 44)

	Time	Cost Rate	100 Sheets	500 Sheets
1.Camera	1. hour	\$ 4.25	\$ 4.25	\$ 4.25
2.Stripping	1. "	3.00	3.00	3.00
3.Opaquing	.5 "	2.30	1.15	1.15
4.Plate Graining and Usage		1.30	1.30	1.30
5.Vacuum Frame Printing and Developing	.5 "	6.30	3.15	3.15
6.Tusching	1. "	1.40	1.40	1.40
Total Plate Making Cost			\$14.25	\$14.25
7.Press Work 36 x 48 Press				
Make-ready	.8 "			
Running 2250 per hour	.0445 .844	5.40	4.55	
Make-ready	.8 "			
Running	.22 1.02	5.40		5.50
8.Cutting	.33 "	2.10	.70	
	.5 "	2.10		1.05
9.Packing and Delivery			1.60	5.60
Total Printing, Cutting and Delivery Cost			\$ 6.85	\$12.15
Total Plate Making Cost			\$14.25	\$14.25
Total Printing, Cutting and Delivery Cost			\$ 6.85	\$12.15
10.Film and Paper Negative			\$21.10	\$26.40
(Average cost of four paper or film negatives 20" x 24" plus 10% handling)			2.50	2.50
11.Paper 20 lb. Sulphite Bond			1.60	8.00
(10% handling)			\$25.20	\$36.90
12.Selling Administrative Overhead				
(See Page 1) 33 1/3%			8.40	12.30
Total Cost 16 Units			\$33.60	\$49.20
Profit (Each firm adds own)			-	-
Total Cost 1 Unit			\$33.60	\$49.20
Additional Cost Per 100 after First 100			\$ 2.10	\$ 3.07½
500 Copies Cost \$3.07½				
100 Copies Cost 2.10				
400 Copies Cost \$.97½				
100 Copies Cost \$.244				

This example of sixteen 8½ x 11 units is the most favorable possible production unit.

United States v. Perfect Coat & Suit Co., D.C. N.J., May 11, 1934. (Avis, D.J.)—The defendant pleaded guilty to each of the ten counts of an indictment charging it with paying employees less than code wages. The court sentenced the defendant to pay a total fine of \$500 after the U. S. District Attorney recommended leniency due to the fact that the firm had already paid the employees through the Code Authority for the industry.

State v. Patton, Ct. Crim. Correction, St. Louis, Mo., May 21, 1934. (Butler, J.)—Defendant worked some of his employees longer than the Cleaning & Dyeing Code permitted, although he displayed a signboard stating that he "continues and maintains wages and hours at code standards." He was fined for false and misleading advertising, on the ground that his advertising was deceiving the public.

Laux v. Smith et al., Mun. Ct., Marion Co., Ind., No. 51647, June 6, 1934. (Bradshaw, J.)—A filling station operator who refused to sign the Petroleum Code, but who displays the Blue Eagle and accepts whatever benefits that brings, is bound by the terms of the code and estopped to deny liability thereon. For paying less than the minimum wage he is liable to his employee in a civil action for the difference between the code minimum and the actual amount paid.

United States v. Maugansville Elevator & Lumber Co., D.C.D. Md., July 12, 1934. (Chestnut, D.J.)—The defendant pleaded guilty to an information charging it with

violating the price filing provisions of the Code of Fair Competition for the Retail Lumber Trade. A fine of \$100 and costs was imposed.

PRICE FIXING

United States v. Barnhill, D.C. S.D. Ga., March 1934. (Barrett, D. J.)—Barnhill, an operator of a filling station in Savannah, Georgia, pleaded guilty to selling gasoline at 2¢ per gallon under posted prices in violation of the Petroleum Code, and was given a one year sentence. He was placed on probation after handing the court a signed statement signifying that he would comply with the Petroleum Code in the future.

State v. Radish Ct. of Sp. Sess., N.Y., No. 153-34, May 2, 1934. (McInerney, Kernochan, Herbert, J.J.)—The defendant, a retail lumber dealer, pleaded guilty to four counts of an information which charged him with violating the New York Recovery Act by failing to file a schedule of prices as required by the code for his industry; by neglecting to file certain other required reports; and with failing to pay an assessment duty levied. Defendant was given a suspended jail sentence. He later moved for permission to withdraw his plea of guilty and asked that the sentence be set aside. These motions were set aside, and the defendant was resentenced; the court imposing a fine in place of the jail sentence because the Act does not provide for imprisonment in such cases.

SUPERIORITY COUNTS!



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Increase Your Sales to Photo-Lithographers!

If you sell any of the numerous products used by photo-lithographers you should keep your name and product constantly before the executives of this rich market. You can do this at the lowest cost by advertising regularly in the Photo-Lithographer, the official publication of the National Association of Photo-Lithographers.

This publication is read each month by every important photo-lithographer in the country. No other medium offers this concentrated, economical coverage.

We are offering the following special rates to the first advertisers who take advantage of this widely read medium for a six month period.

Full Page $7\frac{1}{8} \times 9\frac{1}{2}$	\$25.00
Half Page $4\frac{1}{2} \times 7\frac{1}{8}$ or $3\frac{1}{2} \times 9\frac{1}{8}$	15.00
Quarter Page $3\frac{1}{2} \times 4\frac{1}{2}$	10.00

*These rates are for copy ready for the camera.
Additional charge for halftones at trade prices.*

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

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